

The Tobacco Leaflet

Division of Tobacco Use Prevention and Control
Iowa Department of Public Health



December 2008



Louisa JEL Students raise funds to hear Rick Bender

Of Special Interest:

- Linn Community Care started offering free cessation medication and counseling November 3
- The 2008 Adult Tobacco Survey will be available in January.
- Materials will be trickling into the Clearinghouse...keep checking their Web site for new items!

Inside this issue:

Great American Smokeout	2
Blankets	2
Quitline Iowa	3
Administrative Rules	3
Public Health	3
IDPH Staff Page	4

After seeing Rick Bender's presentation on the effects of spit tobacco at the Just Eliminate Lies (JEL) Summit this summer, Louisa County JEL participants Kaitlynn Kinsley, Bailey Wonders, and Karen Castillo approached their sponsor Kaitlyn Wintermeyer. "We have to get him for our school! There are so many kids there that need to hear what he's saying!"

Wintermeyer told the students they could pursue the idea, but that they would have to take the responsibility for contacting Bender, getting permission from their principal to host the presentation, and do the fundraising to pay the speaker fees.

The students were up to the challenge and took charge, approaching their principal about hosting the presentation and holding fundraisers at smoke-free events throughout the summer. Between their efforts and contributions from Wapello Schools, Columbus Schools, and GRADE A PLUS, students at three area middle and high schools were treated to a presentation by Bender during Red Ribbon Week at the end of October.

JEL members Kinsley and Wonders introduced Bender at each of the schools and gave a short presentation about the JEL program. Contact information for nearly twenty students interested in JEL were collected at the events, and Wapello JEL looks forward to working with those interested students to create positive change for Louisa County in the future.



Louisa County JEL students with Rick Bender

Save the Date - Iowa Tobacco Conference and JEL Summit

The next Iowa Tobacco Conference will be held at Grinnell College on June 16-17, 2009. Concurrently, the annual JEL Summit will be held on June 16-18.

"We are really looking forward to getting the partnerships and the JEL groups together," said Aaron Swanson, chair of the organizing committee. "We hope this will be a great opportunity for adults and youth to interact and take some great information back home with them."



Grinnell College



JEL sends SOS in Des Moines

On the day of the 33rd annual Great American Smokeout (GASO), JEL sent out an SOS to the world. Perhaps they did not capture the world's attention, but they were certainly noticed by the



people having lunch at the Kaleidoscope in downtown Des Moines.

An acronym for Save Our Smokers, the SOS event provided survival packs to the crowds gathered over the noon hour. Each kit has a stress ball, candy, and contact information for Quitline Iowa. They also had

a big screen projection of the Kill-Culator from the '[What Town Is Next](#)' Web site.

"We are trying to help smokers and potential smokers realize this is an epidemic and we don't want them to become another statistic," said C.J. Petersen, JEL president.



JEL students at SOS event

GASO events around Iowa

Partnerships around the state had their hands full during the 2008 Smokeout. Here are just a handful of the many events:

- **Madison:** The partnership hosted a "Get Quit" night at a pharmacy on the square in Winterset
- **Fayette, Howard, and Winneshiek:** Radio announcements, JEL booths in high schools (with quizzes and prizes), and Quit Kits

distributed through nine local pharmacies.

- **Pottawattamie and Ringgold:** Had JEL members and other students adopt a smoker for the day
- **Johnson:** Give Back Your Pack event at dorms on the University of Iowa campus
- **Clayton:** County supervisors signed a proclamation for Tobacco Awareness Week and GASO.

- **Cass and Adair:** JEL students had caskets filled with gum at the high school. Each piece of gum had a tobacco fact taped to it.
- **Des Moines:** Human Services Club at Southeastern Community College had GASO put on the college's marquee and an article in the student newsletter.



Casket display in Adams County

Baby Blankets for prevention

By Marilyn Smith

Project Baby Blanket began as a response (with 3 other initiatives) to a higher than state average of pregnant smokers in Marion County.

With the Optimists Club of Knoxville purchasing the fleece, the high school students cut and tie the fringe. JEL students at five high schools have already

been involved in this year's endeavor of 60 blankets. The blankets are given to newborns at Knoxville Hospital. Information rolled inside the blankets include: Quitline Iowa, Back to Sleep, SIDS/safe crib, and secondhand smoke brochures. The tobacco program coordinator involves JEL members but also welcomes other students.

The blankets are tagged with recognition for the fleece purchase and youth participation. The maternity department is very appreciative and sends 'thank you' cards to the schools involved with an invitation to see where the blankets are stored. Project Baby Blanket started two years ago and has tripled in size.



Students in Marion County tie blankets



Quitline Iowa hits TV sets across Iowa

Quitline Iowa commercials hit TV sets across the state November 17 and will run through the first week of March. Three different commercials will run, alternating on broadcast and cable television.

"These are commercials that have run before," said Jeremy Whitaker, tobacco cessation coordinator at the Tobacco Division. "But the cable ads will run on channels with

higher female viewership, such as Lifetime, HGTV, and Food Network."

The decision to target women was in response to a CDC report that showed Iowa had the second worst rate of quit attempts of women 18-44 out of 53 states and territories.

"This group is really important to get quitting early," said Whitaker. "Not

only do young quitters get more years of life back, but young women are more likely to have children at home that are being exposed to their secondhand smoke.

In addition, 17 billboards will scattered around the state.



New Quitline Iowa billboard

Smokefree Air Act rules get slight adjustment

In October, the Administrative Rules Review Committee (ARRC) met to review the rules related to the Smokefree Air Act. Based on recommendations for the Tobacco Division and feedback from the public, several amendments were proposed.

On November 12, the Iowa Board of Health approved

those amendments. Now the rules will go by the ARRC one last time on December 9 before going into effect January 7.

What are these amendments? Here is a brief description of the major changes:

- Individuals submitting complaints can now remain anonymous.

- Vehicle signage can be 9 square inches instead of 24 square inches.
- Sidewalks located on university and government property can allow smoking if they are considered public rights-of-way.

All proposed amendments are posted on the [Smokefree Air Act Web site](#).

"Many of these changes were a result of public comment. None of them weakened the law."

-Bonnie Mapes

Public Health goes 'Modern'

Since 2004, nearly 200 local and state public health professionals from all corners of Iowa have come together to create the Iowa Public Health Standards and plan for how the Standards will become a part of our public health system. This was commonly known as Public Health Redesign.

With the Redesign team's

work completed, it ushers in the next challenge: support for and passage of the Public Health Modernization Act (PHMA) during the 2009 legislative session. Picking up where Redesign left off, the intent of the PHMA is to ensure that basic public health services are provided and that the capacity exists to provide those services.

"If you haven't already done so, I would encourage you to familiarize yourself with the Iowa Public Health Standards—our baseline for ensuring that every Iowan knows what they can reasonably expect from local and state public health," said Tom Newton, director of the Iowa Department of Public Health.





Wherever the holidays may
take you, we wish you safe
travels from the everyone at the
Tobacco Division



Tobacco Division looks to the future

On a frosty day in November, the Tobacco Division took a fond look backward at the successes of the past several years. A smoke-free air law, an increased cigarette tax, expanded cessation services, and increased JEL participation.

Then they turned toward the future.

The division started work on their CDC grant. This grant is for about \$1 million annually for five years. It is a competitive grant, so states that score higher on their proposal could receive more money.

So it is up to the staff to come up with goals and activities for the next five years.

The division knew that it was important to improve upon successful programs while addressing emerging threats.

Here are a few items that the division discussed:

- More collaboration with related health fields; such as diabetes, heart disease, and wellness
- Addressing the stagnant smokeless tobacco use rate among adults
- Targeting young female smokers
- Establishing a JEL chapter in

every county

- Increasing cessation insurance coverage
- Reducing adult smoking to 10 percent by 2014

"This is a great time to write a new plan," said Bonnie Mapes, division director. "A lot has changed over the past few years; and there is a lot of work yet to be done."

IDPH will also be collaborating with the Iowa Tobacco Prevention Alliance, who is revisiting their strategic plan in December.



Research and News Spotlight

- Nicotine Addiction in US Highest in 15 Years: [Click to Read](#)
- Doctors Lack Tobacco Cessation Training: [Click to Read](#)
- Secondhand Smoke May Trigger to Nicotine Dependence Symptoms in Kids [Click to Read](#)
- Boston Smoking Crackdown Ignites Debate [Click to Read](#)
- 10 Years Later, Tobacco Deal Going Up In Smoke [Click to Read](#)
- Even Occasional Smoking Can Impair Arteries [Click to Read](#)
- American Lung Association's Report - Helping Smoker's Quit: State Cessation Coverage [Click to Read](#)



Tobacco Division Staff Quick Notes



Saron

Brent Saron - Will start working out of a home office in Council Bluffs on December 29. Partnerships in Western Iowa should plan on seeing a lot more of him!

Jerilyn Quigley, Rob Semelroth, Garin Buttermore, and Don Owens - Participated in the Des Moines marathon. All of them completed either the 13 or 26 mile course.

Sheri Stursma - Is recovering from losing the tip of her pinky finger in a freak accident during a JEL retreat. A speedy recovery Sheri!!

Jeremy Whitaker - Went on a site visit to Quitline Iowa at National Jewish Medical and Research Center in Denver. It was a good visit, but his body hates altitude.

Bonnie Mapes - Is preparing for the upcoming legislative session. The division's top priority is to keep level funding for the next fiscal year.

